

# Local Products Gain Popularity

One of the fastest trends in the food industry is the local food movement, gaining attention from the media, consumers and the entire foodservice industry.

The trend to eat locally now provides consumers with options for eating healthier, tastier items--as well as helping to support our local farmers. Every dollar spent on locally produced food is reinvested right back into our local communities.

- From field to fork, an average meal in the United States travels 1500 miles.

- The number of farmers markets in Idaho have more than doubled since 2006. At a total of 48, this increase is a clear indicator of consumer's desire to connect with local growers and their products.

- The National Restaurant's Association predicts that local sourcing of ingredients will be the hottest trend on menus in 2010.

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# North Idaho Farmer-Chef Collaborative

Moscow:  
March 1, 2010



University of Idaho  
Extension



## Why should I attend?

Recognizing the benefits of cooking with fresh, local ingredients is the easy part--the hard part lies in connecting with capable producers who are interested in supplying to the foodservice industry. **Attend the Farmer-Chef Collaborative to create essential relationships with regional producers while marketing your facility as the source in town for local ingredients.** Whether you are interested in fresh produce, meat or poultry products, or are looking to fulfill a niche with specialty foods, the Collaborative will provide networking opportunities with a variety of local producers and farmers.

## What should I bring?

A copy of your menu and business cards to facilitate discussion of ingredient sourcing and other possible opportunities for local dishes.

## Schedule of events:

- 9:00** Producer check-in
- 9:15** Chef check-in
- 9:30-10:00** Program introduction
- 10:15-11:30** One-on-one meetings (Speed dating format)
- 11:30** Adjourn

**Date:** Monday, March 1

**Location:** University Inn  
University Room  
1516 Pullman Rd.  
Moscow, ID 83843  
(208) 882-0550

**Cost:** Free for Foodservice Attendees



**Pre-registration  
required by  
February 19**

*To register:*

*Return completed form and check to:*

*Kim Peterson  
Idaho State Department of Agriculture  
2270 Old Penitentiary Rd.  
Boise, ID 83712*

*Or, fax the form to (208) 334-2879*

Name(s) of those attending:

\_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Direct any questions to:*

*Kim Peterson*

*208-332-8532*

*kim.peterson@agri.idaho.gov*